



"Cellular agriculture is a central part of the transformation towards a more sustainable food system. In the future, consumers will have the choice between conventional meat, plant-based, and also cultured-meat products – and a growing number will opt for cultured alternatives. There is still a long way to go and by that I mean that the production of cultured meat needs to become more efficient, price-competitive, and scalable. The examples of Good Meat and Memphis Meats (now Upside Foods) are leading the way here for many others to follow."

Albrecht Wolfmeyer, Head of ProVeg Incubator

"Food-systems transformation is crucial for various reasons – such as climate protection, sustainability, food justice, animal welfare, and pandemic prevention. Cell-cultured and fermentation-derived products are poised to provide people with the exact same taste and sensory experience that they are used to and expect – while avoiding the downsides of animal agriculture. Cellular agriculture makes the right choice the easy choice for consumers – while also presenting a huge economic opportunity."

Jens Tuider, International Director of ProVeg International

"Our strategy is to invest in all forms of protein. Our cell-cultured protein and plant-based investments will continue to complement the \$1.5 billion we have invested in animal protein over the last three years. Keeping all options on the table will help feed people and deliver great-tasting protein for our customers."

Brian Sikes, COO of Cargill, one of the world's largest food companies

[January 2020](#)

"BRF is ready and charged to play a leading role in this food revolution and be an active participant in one the greatest industry transformations of this generation. Since 2014, we have witnessed an increasing global demand for new sources of protein driven by several factors, namely environmental concerns and new diets and lifestyles, which has spurred the growth of new dietary genres including flexitarianism, vegetarianism, and more."

Lorival Luz, CEO of BRF about their partnership with Aleph Farms

[March 2021](#)

"At KFC, we are closely monitoring all of the latest trends and innovations and doing our best to keep up with the times by introducing advanced technologies to our restaurant networks. Crafted meat products are the next step in the development of our 'restaurant of the future' concept. Our experiment in testing 3D bioprinting technology to create chicken products can also help address several looming global problems. We are glad to contribute to its development and are working to make it available to thousands of people in Russia and, if possible, around the world."

Raisa Polyakova, General Manager of KFC Russia & CIS

[July 2020](#)

"With the investment in Mosa Meat, the Bell Food Group wants to support the long-term development of new production methods that offer a possible alternative to consumers who are re-evaluating their consumption of meat for ethical reasons."

Bell Food Group about their investment in Mosa Meat

[July 2020](#)